

Total No. of Printed Pages—3

5 SEM TDC PRSL 3 (Sp)

2014

(November)

COMMERCE

(Speciality)

Course : 503

(Personal Selling)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. (a) Answer the following questions : $1 \times 5 = 5$

- (i) State one of the limitations of personal selling.
- (ii) State one of the fundamental sources of product knowledge.
- (iii) Mention one of the aids used in presentation.
- (iv) State one point of distinction between the personal selling and advertising.
- (v) State one of the physical qualities of a salesman.

(2)

(b) Write True or False : $1 \times 3 = 3$

- (i) Like personal selling, advertising is also a two-way communication.
- (ii) Wholeseller is the major link between the manufactures and the customers.
- (iii) Understanding the customer is the starting point of successful selling.

2. Write short notes on the following : $4 \times 4 = 16$

- (a) Scope of personal selling
- (b) Knowledge of the company
- (c) Preapproach
- (d) Significance of follow-up

3. (a) Explain the concept of personal selling. Examine its role in creating new markets. $4 + 7 = 11$

Or

- (b) "Personal selling is a challenging but rewarding professional career." Discuss the statement. 11
- 4. (a) Discuss the significance of understanding customer's psychology for selling products or services. 11

Or

(b) Explain the different types of salesman.

5. (a) What is a selling process? Explain briefly the logical steps of selling process. $4+7=11$

Or

(b) What do you mean by prospecting? Explain its significance. $4+7=11$

6. (a) Discuss the importance of strong and successful presentation. 11

Or

(b) Explain the requisites of a good approach.

7. (a) What is an objection? Explain the procedure of handling objections effectively. $4+8=12$

Or

(b) What do you mean by the close of a sale? Explain why some salesmen fail to close a sale successfully. $4+8=12$

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